



Stefan Majer  
Account Manager  
Philadelphia Chain Accounts  
24 Highland Drive  
Yardley, PA 19067  
PHONE: 215-493-8430  
FAX: 215-493-3786  
Voice Mail Extension: 71394

March 3, 1997

TO: All RJR Division and Retail Managers and Sales and Retail Reps.  
with *Acme Markets - 0320-00-00 Responsibility*  
ROUs 1210, 1310, 1610, and 1710, PLEASE DISTRIBUTE TO Managers  
and Reps.

SUBJECT: *Acme Markets - CID No. 0320-00-00*  
*1997 Contract Agreement*

Ladies and Gentlemen:

Tom Merrick, Buyer for Acme Markets, has approved our 1997 merchandising contracts for qualifying locations.

Contract requirements are as follows:

- RJR Self-Service Counter Display or Self-Service UPM.
- Top two (2) shelves on carton fixture.
- Top Shelves as needed on industry pack fixture.
- RJR canopy pricers.

See Attached Plan-o-Grams.

Contract Reporting: RA C

These accounts have all contract components, but will have a retailer assist contract due to volume requirements.

Contract Reporting: Ctn Outlet L2NSB  
Ctn Accrual L3C

These accounts have all contract components and meet volume requirements.

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Acme Markets - Contracts  
March 3, 1997

**Non-Contracted Locations**

As Category Advisors, RJR should maintain top two shelves on the carton fixture and space as needed on the package unit, even if these locations are not under contract.

**Contracted Locations**

The attached spread sheets indicate stores currently on contract. It is extremely important that Retail Reps. review these lists immediately. There have been some Acme stores that have removed their counter displays. Additionally, there has been some confusion within Acme Markets regarding FDA legislation. You will be advised when this situation is resolved. In the meantime, Retail Reps. should Voice Mail me (71394) on any locations that have removed displays. I will need the store number and SIS number. You will be advised of display status when Acme has resolved their policies regarding the FDA.

***RJR Authorized PDI/POS***

- \* Retail Reps. should use security door pricers Commodity no. 219705 for all price points. Pack stickers should be used in a canopy sign in conjunction with everyday low POS.
- \* In 1997, we should not place any other PDI/POS, including shopping baskets. These items have not been authorized in Acme Markets.

***RJR Authorized Merchandisers***

In 1997, Acme will be responsible for supplying their own fixtures. RJR will supply only springfed cartridges and mounting strips. If a location needs to upgrade fixtures, they need to contact their Acme Headquarters representative.

Please advise of any locations that are of concern. I will review and made recommendations to Acme Headquarters as needed.

Thank you for your assistance in this Chain.

Sincerely,

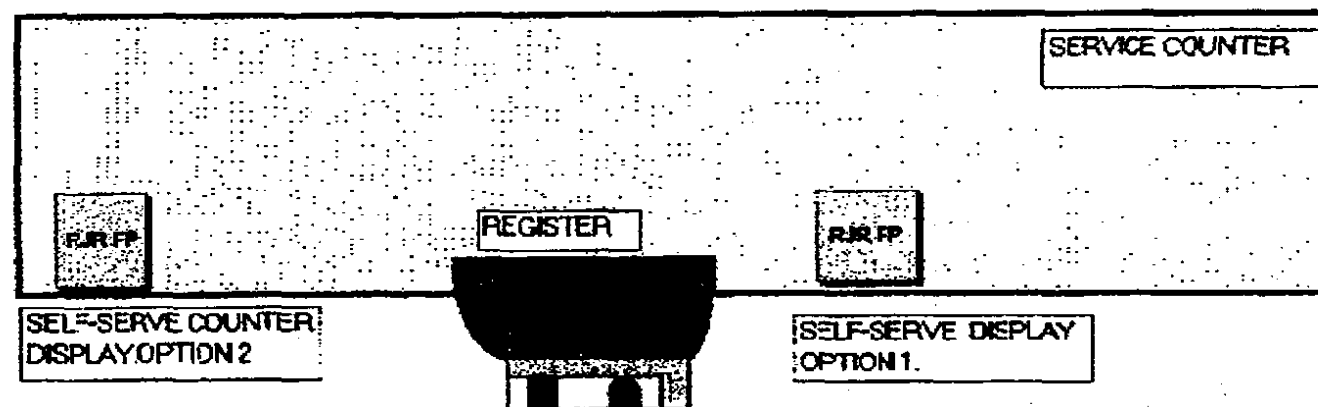
Steve

Stefan Majer  
SM:ds  
Attachments

cc: M. Young w/att. ✓  
J. Loftin w/att.  
W. Roth w/att.  
P. Schmidt w/att.  
J. Morris w/att.

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# ACME SUPERMARKETS



NSS PACK/CARTON

INDUSTRY PACKS. RJR TOP 4  
SHELVES OR AS SPACE ALLOWS.

INDUSTRY CARTONS. RJR TOP 2 SHELVES ACROSS. IF NEEDED, 8 ROWS ON 3RD  
SHELF TO MERCHANDISE ACME'S LEGEND BRAND.

RJR P.D.S./PRICING ON CANOPY.  
RJR SHOPPING BASKETS.

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Authorized by:

Date:

1/1/97

TITLE:


**ACME SUPERMARKETS****NON-SELF SERVICE MERCHANDISING CARTONS/PACKS**

WINSTON	SALEM	LEGEND	PACKS
RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
BAT	BAT	BAT	BAT
LOR.	LOR.	LOR.	LOR
PM	PM	L&M	L&M/MISC.

STORES MAY VARY SLIGHTLY ACCORDING TO FIXTURE SIZE, NUMBER OF  
SHELVES, CONTRACT REQUIREMENTS AND STORE NEEDS.

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AUTHORIZED BY



TITLE

DATE

1/1/97

**ACME SUPERMARKETS****NON-SELF SERVICE MERCHANDISING CARTONS/PACKS**

WINSTON	SALEM	LEGEND	PACKS
RJR	RJR	RJR	RJR
			RJR
RJR	RJR	RJR	RJR
			RJR
PM	PM	PM	PM
			PM
PM	PM	PM	PM
			PM
BAT	BAT	BAT	PM
			BAT
LOR.	LOR.	LOR.	BAT
			LOR
PM	PM	L&M	LOR
			L&M/MISC.

STORES MAY VARY SLIGHTLY ACCORDING TO FIXTURE SIZE, NUMBER OF  
SHELVES, CONTRACT REQUIREMENTS AND STORE NEEDS.

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AUTHORIZED BY



DATE

1/1/97

\*27 P.12/12

18102889118

03-03-97 03:35PM TO

FROM

## ACME MARKETS 1997 RA FRANCHISING CONTRACTS

#	SR	TERR	ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP
1	122111	399408	ACME #7153	188 CEDAR LN	TEANECK	NJ	7668	
2	122112	770894	ACME #7243	4 MEMORIAL DR	LODI	NJ	7644	
3	122113	272872	ACME MKT #7205	580 PATERSON AVE	EAST RUTHERFORD	NJ	7073	
4	122113	272875	ACME MKT #7168	PLAZA CTR	SECAUCUS	NJ	7094	
5	122612	274285	ACME MKT #7070	2 GARFIELD AVE	JERSEY CITY	NJ	7305	
6	122613	402712	ACME MARKET 7206	ROUTE 22 ECHO PLACE	SPRINGFIELD	NJ	7081	
7	122613	402845	ACME MKT 7041	1319 MAGE AVE	UNION	NJ	7083	
8	132601	774842	ACME #6723	2501 BELAIR ROAD	FALLSTON	MD	21047	
9	132602	412007	ACME 6740	TRED AVON SQ SC	EASTON	MD	21801	
10	132602	412074	ACME #6860	KENT ISL S/C	STEVENSVILLE	MD	21866	
11	132602	412075	ACME #6727	WATER ST	CENTREVILLE	MD	21817	
12	132602	412088	ACME #6849	KENT PLAZA S/C	CHESTERTOWN	MD	21620	
13	132603	410550	ACME #6845	MT HERMON CIVIC	SALISBURY	MD	21801	
14	132604	278591	ACME #1785	10 BALTIMORE PIKE	OXFORD	PA	19383	
15	132604	278783	ACME #1206	950 ELKTON RD	NEWARK	DE	19711	
16	132604	411852	ACME MKT #6733	RT 40 & RT 272	NORTH EAST	MD	21901	
17	132604	411883	ACME MKT #6762	101 BIG ELK MALL	ELKTON	MD	21921	
18	132604	411900	ACME MKT #6825	MAIN ST	RISING SUN	MD	21911	
19	132604	774452	ACME #6711	1000 PULASKI FWY	HAVRE DE GRACE	MD	21078	
20	132605	278803	ACME #6214	GREEN STREET	MIDDLETOWN	DE	19709	
21	132605	278804	ACME #6212	115 E GLENWOOD AVE	SMYRNA	DE	19977	
22	132605	279142	ACME #6203	686 N DUPONT BLVD	MILFORD	DE	19963	
23	132605	279158	ACME #6218	401 MID SUSSEX SHOPP	MILLSBORO	DE	19966	
24	132605	301503	ACME #6213	DOVER DOWNS S/C	DOVER	DE	19901	
25	132605	318884	ACME #1217	148 FOX HUNT DR	BEAR	DE	19704	
26	132606	278765	ACME #1272	1306 CENTERVILLE RD	WILMINGTON	DE	19808	
27	132606	278784	ACME #1271	1 UNIVERSITY PLZ	NEWARK	DE	19702	
28	132606	383489	ACME #1228	LANTANA DRIVE	HOCKESSIN	DE	19707	
29	132606	779993	ACME #1226	4520 LIMESTONE ROAD	WILMINGTON	DE	19808	
30	132607	021886	ACME #1803	PENNELL ROAD	ASTON	PA	19014	
31	132607	277181	ACME #1721	1130 CHESTER PIKE	SHARON HILL	PA	19079	
32	132607	277203	ACME #1507	KERDON & MACDADE	HOLMES	PA	19043	
33	132607	277221	ACME #1776	GRANITE RUN MALL	MEDIA	PA	19063	
34	132607	277237	ACME #1786	NEWTOWN SQUARE S/C	NEWTOWN SQUARE	PA	19073	
35	132607	278713	ACME #1270	583 NAAMANS RD	CLAYMONT	DE	19703	
36	132607	278745	ACME #1205	1401 N DUPONT ST	WILMINGTON	DE	19808	

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## ACME MARKETS 1987 RJ RECHANDISING CONTRACTS

FROM

03-03-97 03:31PM TO

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#27 P.8/12

#	ISR TERR	ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP
37	132607	278824	ACME #1274	CONCORD & MURPHY	WILMINGTON	DE	19803
38	132607	278836	ACME #1213	2030 NAAMANS RD	WILMINGTON	DE	19810
39	132607	779752	ACME #1579	MACDADE & FAIRVIEW ROADS	WOODLYN	PA	19094
40	132608	277178	ACME #1645	83 N UNION AVE	LANSDOWNE	PA	19050
41	132608	277178	ACME #1772	125 CHESTER AVE	YEADON	PA	19050
42	132608	277208	ACME #1770	100 S MACDADE BLVD	GLENOLDEN	PA	19036
43	133001	402498	ACME SUPER #7159	ROUTE 57	WASHINGTON	NJ	7882
44	133001	402523	ACME SUPER #1166	ROUTE 202 31	FLEMINGTON	NJ	8822
45	133002	232891	ACME #7140	245 NORWOOD	OAKHURST	NJ	7755
46	133002	279889	ACME #7049	576 RIVER RD	FAIR HAVEN	NJ	7704
47	133002	279891	ACME #7240	1080 BROAD ST	SHREWSBURY	NJ	7702
48	133003	402777	ACME #7037	ROUTE 28	MIDDLESEX	NJ	8846
49	133004	279475	ACME #1158	WHITEHORST & KUSER	TRENTON	NJ	8619
50	133004	279518	ACME #1'48	PRINCETON/HIGHTSTOWN	PRINCETON JCT	NJ	8550
51	133004	279942	ACME #1036	RT 33 & PAXSON ROAD	MERCERVILLE	NJ	8619
52	133004	805339	ACME #1178	RR 1	TRENTON	NJ	8648
53	133008	403460	ACME #7200	RT 181	SPARTA	NJ	7871
54	133008	403472	ACME #7184	NELSON ST	NEWTON	NJ	7860
55	133201	276906	ACME MARKET #1512	200 N SYCAMORE ST	NEWTOWN	PA	18940
56	133201	276918	ACME MARKET #1643	725 BUSTLETON PIKE	FEASTERVILLE TR	PA	19053
57	133201	276954	ACME MARKET #1720	2321 PASQUALONE BLVD	CORNWELLS HTS	PA	19020
58	133201	276986	ACME MARKET #1779	100 WOODHAVEN MALL	BENSALEM	PA	19020
59	133201	806322	ACME MARKET #1736	400 2ND STREET PIKE	SOUTHAMPTON	PA	18966
60	133201	682304	ACME 1654	550 W TRENTON AVE	MORRISVILLE	PA	19067
61	133202	277135	ACME MARKET #1788	222 E LANCASTER AVE	BRYN MAWR	PA	19010
62	133202	277137	ACME #1732	317 E LANCASTER AVE	WAYNE	PA	19087
63	133202	277144	ACME MARKET #1733	60 PENN AVE	BRYN MAWR	PA	19010
64	133202	277151	ACME MARKET #1613	829 MONTGOMERY AVE	NARBERTH	PA	19072
65	133202	277159	ACME #1789	STATE RD & LANSDOWNE	UPPER DARBY	PA	19082
66	133202	403858	ACME MARKET #1633	7720 CITY AVE	PHILADELPHIA	PA	19151
67	133202	592539	ACME NO 1799	ROUTE 320	BROOMALL	PA	19009
68	133202	691991	ACME 1796	5300 BALTIMORE PIKE	CLIFTON HEIGHTS	PA	19018
69	133202	779785	ACME MARKET #1712	25 E CITY AVE	BALA CYNWYD	PA	19004
70	133202	779894	ACME #1753	700 LANCASTER AVE	DEVON	PA	19333
71	133203	276979	ACME MARKET #1508	1200 WELSH RD	NORTH WALES	PA	19454
72	133203	276983	ACME MARKET #1624	7840 BETHLEHEM PIKE	FLOURTOWN	PA	19031

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## ACME MARKETS 1997 RA MERCHANDISING CONTRACTS

#	SR TERR	ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP
73	133203	278986	ACME MARKET #1622	1825 LIMEKILN PIKE	DRESHER	PA	19025
74	133203	779095	ACME MARKET #1710	272 E BUTLER AVE	AMBLER	PA	19002
75	133204	183614	ACME MARKET #1816	600 LEHIGH VALLEY MA	WHITEHALL	PA	18052
76	133204	183636	ACME MARKET #1851	1720 S 4TH ST	ALLENTOWN	PA	18103
77	133204	285513	ACME MARKET #1860	TILGHMAN & HAUFMAN	ALLENTOWN	PA	18104
78	133205	277049	ACME MARKET #1724	2700 DEKALB PIKE	NORRISTOWN	PA	19401
79	133205	277074	ACME MARKET #1655	ROUTES 28 & 422	COLLEGEVILLE	PA	19426
80	133206	402945	ACME MARKET #1642	3292 RED LION RD	PHILADELPHIA	PA	19114
81	133206	402957	ACME MARKET #1775	9910 ROOSEVELT BLVD	PHILADELPHIA	PA	19115
82	133206	778386	ACME MARKET #1647	501 ADAMS AVE	PHILADELPHIA	PA	19120
83	133206	778437	ACME 1607	8200 ROOSEVELT BLVD	PHILADELPHIA	PA	19152
84	133206	778449	ACME MARKET #1704	8601 ROOSEVELT BLVD	PHILADELPHIA	PA	19149
85	133207	403065	ACME MARKET #1532	8600 RIDGE AVE	PHILADELPHIA	PA	19128
86	133207	403077	ACME MARKET #1662	5927 RIDGE AVE	PHILADELPHIA	PA	19128
87	133208	277004	ACME MARKET #1522	1745 S EASTON RD	DOYLESTOWN	PA	18901
88	133208	277092	ACME MARKET #1824	ROUTE 309	QUAKERTOWN	PA	18951
89	133208	277328	ACME MARKET #1800	HILLTOWN PLAZA	SOUDERTON	PA	18964
90	133401	246871	ACME MARKET #1152	4454 BLACK HORSE PIK	MAYS LANDING	NJ	8330
91	133401	280824	ACME MARKET 1146	3428 SIMPSON AVE	OCEAN CITY	NJ	8226
92	133401	280828	ACME MARKET 1160	11 S DENNIS RD	CAPE MAY COURT HOUSE	NJ	8210
93	133401	280838	ACME MARKET 1145	620 LAFAYETTE ST	CAPE MAY	NJ	8204
94	133402	280876	ACME MARKET 1140	1238 N HIGH ST	MILLVILLE	NJ	8332
95	133402	281385	ACME MARKET 1123	222 BRIDGETON PIKE	MANTUA	NJ	8051
96	133402	281405	ACME MARKET 1122	241 N. BROADWAY	PENNSVILLE	NJ	8070
97	133402	281408	ACME MARKET 1118	ROUTE 40	WOODSTOWN	NJ	8098
98	133402	281413	ACME MARKET 1032	COLLEGETOWN SHOPPING	GLASSBORO	NJ	8028
99	133402	740756	ACME NO. 1032	301 SO. MAIN STREET	VINELAND	NJ	8360
100	133403	280855	ACME MARKET 1001	94 WHITE HORSE PIKE	HAMMONTON	NJ	8037
101	133403	281354	ACME MARKET 1167	1468 BLACKWOOD CLEME	CLEMENTON	NJ	8021
102	133403	281389	ACME MARKET #1170	631 MANTUA AVE	WOODBURY	NJ	8096
103	133403	281859	ACME MARKET 1174	400 W CUTHBERT BLVD	WESTMONT	NJ	8106
104	133403	333385	ACME MARKET 1154	RTS. 42 & 555	TURNERSVILLE	NJ	8012
105	133403	606388	ACME MARKET #1031	RT. 168 & NICHOLSON	AUDUBON	NJ	8106
106	133403	692301	ACME 1194	415 EGG HARBOR RD	SEWELL	NJ	8080
107	133403	692302	ACME 1198	501 WEVESHAM RD	RUNNEMEDE	NJ	8078
108	133404	281911	ACME MARKET 1150	4675 RIVER ROAD	PENNSAUKEN	NJ	8110

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## ACME MARKETS 1997 RA MERCHANDISING CONTRACTS

#	SR TERR	ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP
108	133404	778448	ACME MARKET #1528	1400 E PASSYUNK AVE	PHILADELPHIA	PA	19147
110	133405	279455	ACME MARKET 1113	384 N. ROUTE 130	BURLINGTON	NJ	8016
111	133405	279941	ACME #1147	1 SUNNYBRAE BLVD	YARDVILLE	NJ	8620
112	133405	280445	ACME #1112	9600 LONG BEACH BLVD	BEACH HAVEN	NJ	8008
113	133405	663700	ACME 1083	RT 130 S	BORDENTOWN	NJ	8505
114	133406	288394	ACME #7235	825 BELMAR PLZ	BELMAR	NJ	7719
115	133406	280407	ACME #7236	TAYLOR & MAIN	MANASQUAN	NJ	8738
116	133406	280409	ACME #7230	1501 RICHMOND AVE	POINT PLEASANT	NJ	8742
117	133407	281347	ACME MARKET 1102	46 FLORENCE RD	BERLIN	NJ	8009
118	133407	281884	ACME MARKET 1010	37 W MAIN ST	MAPLE SHADE	NJ	8052
119	133407	281898	ACME #1181	ROUTE #130 &	CINNAMINSON	NJ	8077
120	133407	692297	ACME 1182	ROUTE 541	MOUNT HOLLY	NJ	8060
121	133407	780821	ACME MARKET 1063	KINGS HIGHWAY & S LE	MAPLE SHADE	NJ	8052
122	133408	403151	ACME MARKET #1809	3399 ARAMINGO AVE	PHILADELPHIA	PA	19134
123	173807	182978	ACME #1829	3215 5TH ST HWY N	LAURELDALE	PA	19605
124	173807	277141	ACME #1844	550 LANCASTER AVE	BERWYN	PA	19312
125	173807	277142	ACME #1870	182 LANCASTER AVENUE	PAOLI	PA	19301
126	173807	277242	ACME #1782	603 PAOLI PIKE	WEST CHESTER	PA	19380
127	173807	278891	ACME #1844	220 E SWEDES FORD RD	EXTON	PA	19341
128	173807	281024	ACME #1760	926 E STREET RD	WESTTOWN	PA	18395

#27 P. 8/12

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83-03-87 03:32PM TO

FROM

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## ACME MARKETS 1997 CARTON OUTLET CONTRACTS

#	RR TERR	ACCT	FULL NAME	ADDR1	CITY	STATE	ZIP
1	133025	402766	ACME #7124	SPEEDWELL AVENUE	MORRIS PLAINS	NJ	7950
2	133029	402760	ACME 7241	ROUTE 10	SUCCASUNNA	NJ	7876
3	133030	770899	ACME #7244	TOWNSQUARE MALL	ROCKAWAY	NJ	7866
4	133222	276933	ACME MARKET #1777	5800 NEW FALLS ROAD	LEVITTOWN	PA	19057
5	133228	276998	ACME MARKET #1774	BLAIR MILL & MORELAND	HORS-AM	PA	19044
6	133229	277085	ACME #1621	STARR & NUTT ROADS	PHOENIXVILLE	PA	19460
7	133223	403019	ACME MARKET #1787	6648 OXFORD AVE	PHILADELPHIA	PA	19111
8	133228	277095	ACME MARKET #1784	EASTON RD & OLD DUBL	DOYLESTOWN	PA	18901
9	133421	280840	ACME MARKET 1155	3845 BAYSHORE RD	NORTH CAPE MAY	NJ	8204
10	133421	561567	ACME MARKET #1135	2087 SHORE ROAD	SOUTH SEAVILLE	NJ	8246
11	133421	680512	ACME MARKET NO. 1131	1 SOMERS POINT S/C	SOMERS POINT	NJ	8244
12	133421	692294	ACME NO. 1117	29 CORNWELL DR	BRIDGETON	NJ	8302
13	173822	277256	ACME #1678	1 NEW GARDEN S/C	KENNET SQ	PA	19348
14	173822	585815	ACME # 1767	RT 30 & BONDSVILLE	DOWNINGTOWN	PA	19335

#27 P.9/12

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03-03-97 03:32PM TO

FROM

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51850 5891

Call Andy if  
we heard  
from Melrose